

Abstract of the Disclosure

Method, System, and Computer Program
Product for Associating Offline Purchase
History with an Online Consumer

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A method, system, and computer program product for delivering a targeted advertisement. A first identifier, such as a cookie, corresponding to the a first computer is received from the first computer. A targeted advertisement is delivered to the first computer in response to receiving the first identifier from the first computer. The targeted advertisement is based on the observed offline purchase history of a consumer associated with the first identifier. The invention includes the delivery of a promotional incentive for a consumer to comply with a particular behavioral pattern. The behavioral pattern may be a predefined change in purchase behavior or continuance of an established purchase behavior. The targeted advertisements sent to consumers may be changed and/or refined based on changes in consumers' purchase history behaviors.